



WDAF-TV

ORDER

Print Date 10/19/12 Page 1 of 2

Flight Dates 10/19/12-10/22/12

Contract / Revision 584550 /
 Original Date / Revision 10/19/12 10/19/12
 Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
 Philadelphia, PA 19103

Product NIXON FOR GOV
 Agency Com 15%
 Billing Contact
 1600 Locust Street
 Philadelphia, PA 19103

Sales Office DC-M
 Sales Region NAT
 Agency Ref

Order Sep 00:15:00
 Estimate #
 Alt Order # 09847413
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A35+
 Rev Codes SP-POL CAN GEN
 Product Codes PL1Eb
 Priority 3
 Advertiser Ref

Primary Account Executive
 Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 68400

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	17100
KCWE	%	0
KMBC	25%	17100
KMCI	%	0
KPXE	%	0
KSHB	25%	17100
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	12	\$14,535.00	\$17,100.00	0.00	10/01/12	10/22/12	12	\$14,535.00	\$17,100.00
Totals	12	\$14,535.00	\$17,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1		\$1,200.00		0.00			
2	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1		\$1,200.00		0.00			
3	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1		\$600.00		0.00			



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Contract / Revision 584550 Flight Dates 10/19/12-10/22/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product NIXON FOR GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
4	4	10/21/12	10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$600.00		0.00				
5	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00	
WHEEL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$2,200.00		0.00				
E 6	4	10/21/12	10/21/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	-----S	:30	2	\$2,500.00	2	0.00	NM	2	\$5,000.00	
NLCS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					2	\$2,500.00		0.00				
7	4	10/22/12	10/22/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (7:00 PM-10:30 PM)	M-----	:30	2	\$2,500.00	2	0.00	NM	2	\$5,000.00	
NLCS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					2	\$2,500.00		0.00				
8	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					2	\$600.00		0.00				
9	4	10/22/12	10/22/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00				
														Totals	12	\$17,100.00



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10/18/12 10/18/12

Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103Product
NIXON FOR GOV

Agency Com 15%

Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09847413

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Eb

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 68400

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KMCI	%	0
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Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
E 2	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
E 3	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount		
E 4	4	10/21/12	10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p (10:30 PM-11:00 PM)	-----S	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$600.00		0.00				
E 5	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00	
WHEEL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$2,200.00		0.00				
E 6	4	10/21/12	10/21/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (3:00 PM-6:30 PM)	-----S	:30	2	\$2,500.00	2	0.00	NM	2	\$5,000.00	
NLCS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					2	\$2,500.00		0.00				
E 7	4	10/22/12	10/22/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC (7:00 PM-10:30 PM)	M-----	:30	2	\$2,500.00	2	0.00	NM	2	\$5,000.00	
NLCS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					2	\$2,500.00		0.00				
E 8	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					2	\$600.00		0.00				
E 9	4	10/22/12	10/22/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00				
														Totals	12	\$17,100.00

Political LUR

Client NIXON
 Contract # 577538
 HL # 9826729

Date	Day	Time	Program	Rate	LUR Rate	Rebate Owed
1-Oct	MON	608P	NEWS	600	540	60
6-Oct	SAT	724A	NEWS	300	200	100
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
Total						160

Makegood Offer

Date	Day	Time	Program	Rate	# of Spots	Total
10/17-10/19	W-F	430-5A	NEWS	100	2	200
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
Total						200